

WHAT IS CLAIMED IS:

Subj 2
A semi-enclosed applicator for distributing a substance onto a target surface, said applicator comprising:

- 5 (a) a first side having a first internal surface and a first external surface;
- (b) a second side having a second internal surface and a second external surface;
- (c) an internal cavity between said first and second internal surfaces;
- (d) at least one opening, wherein said internal cavity is externally accessible;
- 10 (e) a flexible film pouch containing a product located proximately to said first side; and
- (f) a temperature changing element.

2. The applicator of Claim 1, wherein said temperature changing element is located between first and second sides.

3. The applicator of Claim 1, wherein said applicator is intended for purposes of cleaning, moisturizing, conditioning, or otherwise treating the skin, hair, or nails.

20 4. The applicator of Claim 1, wherein said product is selected from the group consisting of face cleansers, body cleansers, toners, lotions, moisturizers, ointments, cosmetics/make-ups, medicaments, and related topically applied treatments.

25 5. The applicator of Claim 4, wherein said product contains components selected from the group consisting of alcohols, colorants/pigments, emollients, emulsifiers, oils, polymers, waxes, and the like depending on the product type.

subj 2 6. The applicator of Claim 4, wherein said product has shear-thinning or thixotropic properties.

30 7. The applicator of Claim 4, wherein said product has undesirable tactile properties, such as greasiness, tackiness or stickiness, or slipperiness.

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8. The applicator of Claim 7, wherein said product is selected from the group consisting of petrolatum, petroleum jelly, castor oil, sunscreen, octocrylene, tocopheryl acetate, gums, and non-volatile organo-substituted polysiloxanes.

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9. The applicator of Claim 1, wherein said product has more than one functional sides.

10. The applicator of Claim 9, wherein said functional sides are adapted for 10 cleansing, scrubbing, exfoliation of dead skin cells, absorbing or picking up substances from the target surface, or depositing substances to the target surface.

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11. The applicator of Claim 1, wherein said applicator contains a massaging structure or feature positioned behind the first external side.

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12. The applicator of Claim 11, wherein said massaging structure is selected from the group consisting of a rigid pleated structure, corrugated structure, ribbed structure, rigid raised surface protrusions, recessed surface protrusions, void spaces within an otherwise solid flat structure, perforations within an otherwise solid flat structure, balls, cylinders, 20 rods, three-dimensional patterns embossed within a solid material, three-dimensional patterns engraved within a solid material, and three-dimensional patterns formed within a solid material.

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